



East Bay Regional Park District Community Outreach Efforts

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East Bay Regional Park District



- Alameda County & Contra Costa County
- 65 Parks
- 100,000+ Acres
- 1,150 Miles of Trails



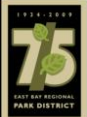

The community builds parks,
and parks build community.



Community Outreach

“The District has placed a high and continued emphasis on recreational and interpretive programs that ... are aimed at serving people of all ages, cultural backgrounds and abilities ...”

- EBRPD Master Plan, 1997



What We Do...

Programs	Boating
Swimming	Education
Camping	Fishing
Hiking	Picnics

And so much more!



East Bay Regional Park District



Photos by Bob Walker, Collection of the Oakland Museum of California

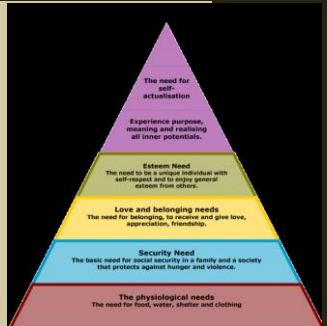
Overcoming Barriers





Partnership Development

- Unique Partnerships
- Needs Assessments
- Opportunities
- Sustainability



Parks Express Transportation

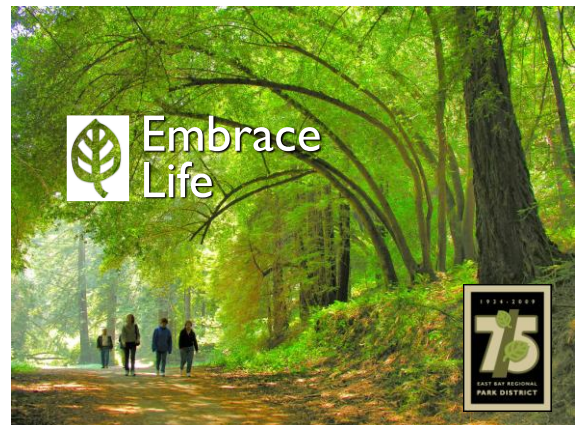
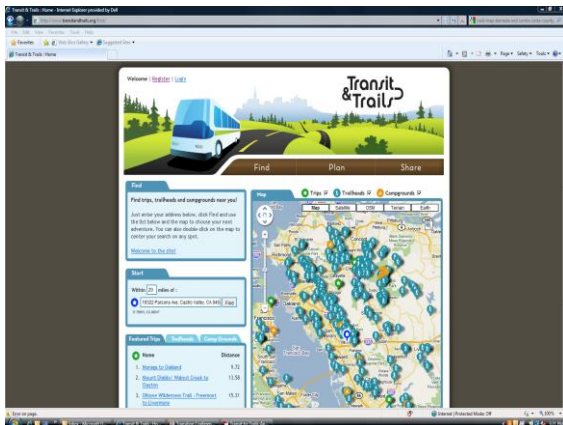
Provides low-cost transportation for low-income school and groups servicing children from low income families, seniors, or people with disabilities in Alameda and Contra Costa Counties to come to the East Bay Regional Parks.

Eligibility:

Schools: At least 50% of student must be on the current Free & Reduced Lunch Programs, published on CDE website.

Non-profit Organizations & Government Agencies:

501-c3's and area municipalities which are serving groups of individuals from low income communities, seniors, or people with disabilities.



National Park Service



EXPERIENCE
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NPS in California – By The Numbers:

- 25 National Park sites, 4 National Historic Trails
- 34,915,676 visitors to national parks (in 2010)
- 1,160,890 hours donated by volunteers (in 2010)
- \$1,054,833,000 economic benefit from national park tourism (in 2009)
- \$1,885,076,684 of rehabilitation projects stimulated by tax incentives (since 1995)
- \$287,823,890 in Land & Water Conservation Fund grants (since 1965)
- 13,816 federal acres transferred for local parks and recreation (since 1948)
- 153 community conservation and recreation projects



Golden Gate National Recreation Area

- Over **75,500** acres
- Land in Marin, San Francisco, and San Mateo counties
- **2nd** most visited unit in the National Park System; **14,271,503** visitors in 2010.



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The mission of GGNRA interpretive and education programs is to share our national parks with an increasingly diverse America – and build a sense of ownership and civic engagement in the care of our parks, our environment and our communities.

– GGNRA Comprehensive Interpretive Plan, 2010

Interpretation and Education Renaissance Action Plan (2006)



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Findings and recommendations offered to lay groundwork for strengthening NPS interpretation and education programs and build a foundation for celebrating the centennial anniversary of America's greatest idea—the national parks.

Design Interpretation and Education Programs to Serve All Americans:



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Findings: Visitor surveys and reports show that NPS audiences do not reflect the demographics of America. To help ensure that all Americans feel welcome and find relevance at national parks, interpreters and educators must be equipped with the skills necessary to foster and maintain wide and diverse community engagement. This represents a significant shift in approach to staffing, program design, and program delivery—interpretive programs must be created *in collaboration with* communities and partners rather than *for* them.

Program Relevancy and Inclusion



Health & Fitness Initiatives



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Healthy Parks Healthy People US

NPS Health and Recreation Pilot Projects:

Acadia National Park
Chesapeake and Ohio Canal National Historical Park
Cuyahoga Valley National Park
Point Reyes National Seashore
Sitka National Historical Park
Timucuan Ecological and Historic Preserve
Zion National Park

Park Prescriptions: Linking the Medical Community & Public Lands



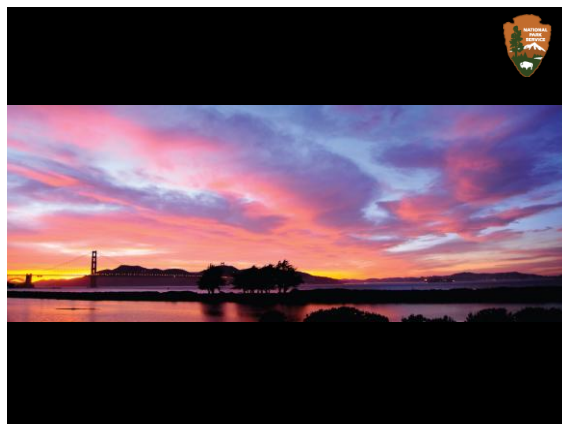
Nurturing the Next Generation of natural resource professionals



The LINC program (Linking Individuals to their Natural Communities) at Golden Gate NRA connects and engages diverse urban youth from the Bay Area with restoration and recreation in their local parklands.



The SAMO Youth program at Santa Monica NRA trains minority youth from the Los Angeles metropolitan area for careers in the Park Service. For six weeks during the summer, participants restore habitats, maintain trails, and learn natural resource principles.



CRISSY FIELD CENTER

Encourages new generations to become bold leaders for thriving parks, healthy communities, and a more environmentally just society.



San Francisco, Golden Gate National Recreation Area



Partners



Secretary of the Interior Ken Salazar with students from New Traditions Elementary School



- Community Partners: social service, afterschool programs, neighborhood groups, and faith-based
- SF Unified School District
- City Government: Dept of Children, Youth and Families, Recreation and Parks, Dept. of Public Works

Multicultural Environmental Education



HOMY, recipients of the Crissy Field Center's Community Heroes Award

The Center strives to be inclusive in our interpretation, participation, and leadership in order to dismantle systems that support marginalization, discrimination, and oppression

Targeted Outreach



Students from Galileo H.S. visit the park every week as part of their Environmental Science class.

- Identify demographic groups that are not engaged
- Work with schools, and community organizations serve those demographics

Community Driven and Youth Centered



This past March I-YEL high school interns designed and led a summit for 99 youth that invited them to experience their national park and voice their suggestions in how to better engage youth in the outdoors.

URBAN TRAILBLAZERS

"The trail is the thing, not the end of the trail. Travel too fast and you will miss all you are traveling for." – Louis L'Amor



Partnership with Trails Forever Department

- Service- Learning
- Job Readiness
- Youth Development
- Leadership Development

Lessons Learned

- Use open trails
- Always travel with a partner
- Be prepared
- Leave it better than you found it
- The best trails have cool surprises around each bend
- Maybe a challenging hike, but you can't beat the rewards

